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Raleigh Economic Developer James Sauls to Speak at City Council Retreat on City Specific Economic Development Models

Salisbury_North Carolina_March 17 – James Sauls, Raleigh's Economic Development Director will present to the Salisbury City Council at the 29th Annual Future Directions and Goal Setting Conference on Wednesday, March 19 at 10:00 a.m. on Raleigh's city specific economic development model and the success the City has achieved in recruiting high tech jobs to their downtown.

In 2012, Raleigh recruited the software firm Red Hat to locate their global headquarters downtown in the Progress Energy building, which resulted in adding over 750 employees to Raleigh's downtown. An estimated 540 additional Red Hat employees are slated to be added to the downtown over the next nine years. Red Hat has been an exceptional corporate partner for the City and has added to the quality of life in Raleigh by sponsoring a 6,000-seat amphitheater in the Central City now called Red Hat Amphitheater. The amphitheater hosts live events including major acts such as Mumford and Sons.

In 2012, the technology firm Citrix Systems announced that they would redevelop an entire downtown block in Raleigh's warehouse district to house their headquarters for their ShareFile data-sharing division. Citrix employs over 150 employees and is growing rapidly.

Most recently in 2013, the technology firm Ipreo announced they would locate a business center in downtown Raleigh. Ipreo will create 250 technology jobs in Raleigh by the end of 2017.

The City of Salisbury recently landed the headquarters of Integro Technologies in downtown Salisbury. Integro made a \$4M investment in the downtown and the firm pays an average wage that is double the City's median household income. The City of Salisbury is looking to recruit additional high tech firms to Salisbury's downtown to diversify the City's current employment base.

City Manager Doug Paris states, "I had the pleasure of meeting Mr. Sauls in Raleigh last year at the North Carolina Metro Cities conference. His team's efforts have produced exciting results for the City of Raleigh. We look forward to learning more on Wednesday about Raleigh's successful model for recruiting these firms so that we can grow our own employment base here in Salisbury."

The City of Salisbury Annual Goal setting retreat is open to the public. Citizens that are interested about the future of economic development in Salisbury are encouraged to attend. The presentation will take place on the second floor of the Rowan Museum in Downtown Salisbury at the corner of N. Main and W. Council Streets.



More on James Sauls:

Prior to working for the City of Raleigh, Sauls served as the director of Economic Development under the Raleigh Chamber of Commerce. Before joining the Raleigh Chamber, Sauls was the Economic Development Director for Fuquay-Varina.

The City of Salisbury is an equal opportunity employer with over 180 different job classifications and more than 400 full time positions. For more information regarding the City of Salisbury and its services and departments, please visit us on the web at www.salisburync.gov. To receive updates regarding local initiatives, meetings, programs and events, please follow us on Twitter at [www.salisburync.gov/twitter](https://twitter.com/salisburync).